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AUREFLAM CORPORATION  
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8 UNITED STATES DISTRICT COURT  
9 NORTHERN DISTRICT OF CALIFORNIA  
10  
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12 AUREFLAM CORPORATION, a  
California corporation;

13 Plaintiff,

14 v.  
15

16 TUYEN HUY NGUYEN,  
individually and doing  
business as PHO HOA HUNG and  
17 PHO HOA HUNG II; TU TIEN  
NGUYEN, individually and  
18 doing business as PHO HOA  
HUNG and PHO HOA HUNG II;  
19 LONG CUU VU, individually and  
doing business as PHO HOA  
20 HUNG II and DOES 1 through  
10, inclusive;

21 Defendants.  
22  
23

Case No. C 08 01910 BZ

PLAINTIFF'S UNILATERAL CASE  
MANAGEMENT STATEMENT;  
~~PROPOSED~~ CASE MANAGEMENT ORDER

24 Plaintiff Aureflam Corporation ("Aureflam") submits this Case  
25 Management Statement and Proposed Order and requests that the Court  
26 adopt it as its Case Management Order in this case.

27 The parties were unable to file a joint statement because the  
28 defendants have been served but have yet to file an answer or

1 otherwise make an appearance in this case.

2 **1. Jurisdiction and Service**

3 This court has subject matter jurisdiction pursuant to 28  
4 U.S.C. § 1331, as plaintiff's claims arise under the Lanham Act,  
5 including 15 U.S.C. §§ 1114 and 1125. Subject matter jurisdiction  
6 over plaintiff's state law claim is proper pursuant to 28 U.S.C. §  
7 1367. Aureflam believes that personal jurisdiction and venue are  
8 proper within this district.

9 All named parties have been served. Tu Tien Nguyen, Tuyen Guy  
10 Nguyen, and Long Cuu Vu were served by substituted service on April  
11 19, 2008.

12 **2. Facts**

13 Aureflam Corporation is a California corporation that owns,  
14 operates, and in certin cases franchises Vietnamese-style  
15 restaurants under the trade name "Pho Hoa."

16 Aureflam's "Pho Hoa" service mark has been used in interstate  
17 commerce in connection with the operation of Vietnamese-style  
18 restaurants since 1983. The "Pho Hoa" mark has been registered with  
19 the USPTO since 1996 as Registration No. 2,017,091 and is now  
20 incontestable pursuant to 15 U.S.C. §§ 1065 and 1115(b). The "Pho  
21 Hoa" mark is well known throughout both the United States and  
22 internationally.

23 The defendants own and/or operate Vietnamese-style restaurants  
24 in Oakland and Hayward under the names "Pho Hoa Hung I" and "Pho Hoa  
25 Hung II." Aureflam contends that the use of these similar names for  
26 sale of competing goods and services constitutes an infringement of  
27 its federally registered "Pho Hoa" service mark.

28 Prior to filing this lawsuit, Aureflam sent cease and desist

1 letters to the defendants but received no response.

2 After the lawsuit was filed and the defendants had been served,  
3 plaintiff Aureflam's counsel received a call from Thinh T. Nguyen,  
4 who claimed to speak on behalf of the "Pho Hoa Hung" restaurants and  
5 promised to take steps to change the name of the "Pho Hoa Hung"  
6 restaurants. However, no final settlement has yet been reached.

### 7 **3. Legal Issues**

8 Aureflam's complaint brings claims under the Lanham Act, 15  
9 U.S.C. §§ 1114 and 1125, and for unfair competition under Cal. Bus.  
10 & Prof. Code §§ 17200 and 17500.

11 Because defendants have not filed responsive pleadings, it is  
12 unclear which legal issues, if any, they dispute.

### 13 **4. Motions**

14 There are no pending motions.

15 If the case is not settled, plaintiff anticipates possibly  
16 filing a motion for a preliminary injunction enjoining the  
17 defendants from using the "Pho Hoa Hung" name or any other trade  
18 name including the words "Pho Hoa."

### 19 **5. Amendment of Pleadings**

20 Aureflam currently has no plans to amend its complaint but  
21 reserves the right to do so. Defendants have yet to file any  
22 pleadings.

### 23 **6. Evidence Preservation**

24 Aureflam has not discarded, destroyed, or erased any evidence  
25 in this case.

26 Defendants' steps to preserve evidence are unknown.

### 27 **7. Disclosures**

28 No initial disclosures have been made pursuant to Fed. R. Civ.

P. 26, as the defendants have not yet entered their appearance.

#### **8. Discovery**

No discovery has been undertaken to date. Plaintiff anticipates that discovery will include interrogatories, requests for admission, depositions, and requests for production of documents. The parties have not yet held a conference to plan for discovery.

Plaintiff does not request modification to or change of the standard discovery limitations set forth in Fed. R. Civ. P. 26.

#### **9. Class Actions**

This is not a class action suit.

#### **10. Related Cases**

There are no related cases currently pending.

#### **11. Relief**

Plaintiff seeks issuance of preliminary and permanent injunctions, recovery of actual damages and/or disgorgement of the defendants' profits, treble damages under the Lanham Act, and recovery of costs and attorneys' fees. Since no discovery has been propounded, Aureflam is presently unable to determine the quantum of damages.

#### **12. Settlement and ADR**

The parties have engaged in preliminary settlement discussions. The parties have not discussed ADR.

#### **13. Consent to Magistrate Judge**

Plaintiff consents to have a magistrate judge conduct all further proceedings, including trial and entry of judgment. The defendants' position on this issue is unknown.

#### **14. Other References**

1 Aureflam does not presently believe that this case is suitable  
2 for reference to binding arbitration, a special master, or the  
3 Judicial Panel on Multidistrict Litigation.

4 **15. Narrowing of Issues**

5 The parties have not discussed stipulations or any other method  
6 for narrowing the issues in this case.

7 **16. Expedited Schedule**

8 Plaintiff believes that this case may be appropriate to be  
9 handled on an expedited basis.

10 **17. Scheduling**

11 Aureflam proposes that the setting of a schedule be deferred  
12 for approximately 120 days until it can be determined if the case  
13 can be settled or, alternatively, resolved by default judgment. If  
14 the defendants do appear, the court should then address

15 **18. Trial**

16 Aureflam has requested a jury trial. Trial is expected to take  
17 2-3 days.

18 **19. Disclosures of Non-Party Interested Entities or Persons**

19 Plaintiff has filed a "Certification of Interested Parties" as  
20 required by Local Rule 3-16. The contents of this certification are  
21 as follows:

22 Aureflam Corporation (Plaintiff)

23 Tuyen Huy Nguyen (Defendant)

24 Tu Tien Nguyen (Defendant)

25 Long Cuu Vu (Defendant)

26 **20. Other Matters**

27 Aureflam is not currently aware of any other matters that may  
28 facilitate the just, speedy, and inexpensive disposition of this

1 matter.

4 GORMAN & MILLER, P.C.

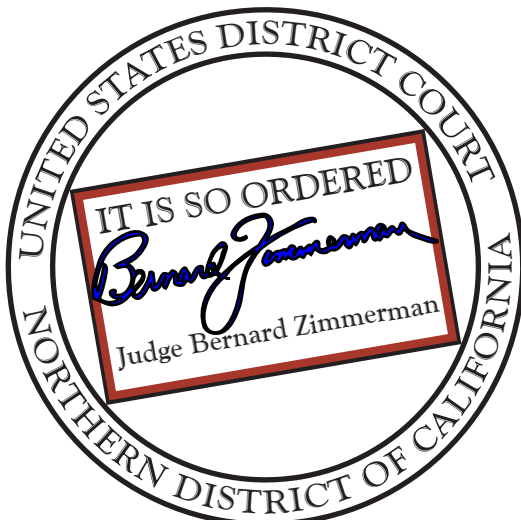
5 By: /s/  
6 JOHN C. GORMAN  
7 Attorneys for Plaintiff  
8 Aureflam Corporation

11 CASE MANAGEMENT ORDER

12 The Case Management Conference is hereby continued to  
13 October 27, 2008. at 4:00 p.m.

14 A new Conference Management Conference Statement shall be  
15 filed by October 20, 2008. Plaintiff shall serve this Order on defendants.

17 Dated: July 11, 2008



Bernard Zimmerman  
HON. BERNARD ZIMMERMAN  
UNITED STATES MAGISTRATE JUDGE